



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

Address: COMMISSIONER FOR PATENTS

P.O. Box 1450

Alexandria, Virginia 22313-1450

www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
-----------------	-------------	----------------------	---------------------	------------------

10/764,697

01/26/2004

William F. Geritz III

010438/3

9191

25223

7590

02/08/2008

WHITEFORD, TAYLOR & PRESTON, LLP

ATTN: GREGORY M STONE

SEVEN SAINT PAUL STREET

BALTIMORE, MD 21202-1626

EXAMINER

MANSFIELD, THOMAS L

ART UNIT

PAPER NUMBER

3623

MAIL DATE

DELIVERY MODE

02/08/2008

PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary

Application No.

10/764,697

Applicant(s)

GERITZ ET AL.

Examiner

THOMAS MANSFIELD

Art Unit

3623

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 26 November 2007.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-32 is/are pending in the application.
- 4a) Of the above claim(s) 1 and 2 is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☐ Claim(s) _____ is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 26 January 2004 is/are: a) ☐ accepted or b) ☒ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO/S5108)
- 4) ☐ Interview Summary (PTO-413)
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: _____
- Paper No(s)/Mail Date 12 July 2004

DETAILED ACTION

Response to Amendment

1. This action is in reply to the Response to Office Action filed on 26 November 2007.
2. Claims 3-32 are currently pending and have been examined.
3. Applicant presents claims as originally filed.

Drawings

4. The drawings are objected to because Fig. 10 contains an embedded hyperlink and/or other form of browser-executable code. Applicant is required to delete the embedded hyperlink and/or other form of browser-executable code. See MPEP § 608.01. Corrected drawing sheets in compliance with 37 CFR 1.121(d) are required in reply to the Office action to avoid abandonment of the application. Any amended replacement drawing sheet should include all of the figures appearing on the immediate prior version of the sheet, even if only one figure is being amended. The figure or figure number of an amended drawing should not be labeled as "amended." If a drawing figure is to be canceled, the appropriate figure must be removed from the replacement sheet, and where necessary, the remaining figures must be renumbered and appropriate changes made to the brief description of the several views of the drawings for consistency. Additional replacement sheets may be necessary to show the renumbering of the remaining figures. Each drawing sheet submitted after the filing date of an application must be labeled in the top margin as either "Replacement Sheet" or "New Sheet" pursuant to 37 CFR 1.121(d). If the changes are not accepted by the examiner, the applicant will be notified and informed of any required corrective action in the next Office action. The objection to the drawings will not be held in abeyance.

Response to Arguments

5. Applicant's arguments (see Response to Office Action-Remarks on pages 11-16) filed 26 November 2007, with respect to the rejection(s) of claim(s) 3, 19, 26, and 28 under Harrell et al (Harrell) (U.S. Pub. No. 2002/0016727) have been fully considered and are persuasive. Therefore, the rejection has been withdrawn. However, upon further consideration, a new ground(s) of rejection is made in view of Leong et al (Leong) (U.S. 7,167,844) and in further view of Thomas et al (Thomas) (U.S. Pub. No. 2002/0147708).
6. Applicant's argument that the prior art of regard fails to teach or suggest all of the claimed limitations. In the remarks, Applicant argues that Harrell et al (Harrell) (U.S. Pub. No. 2002/0016727) fails to teach or suggest (1) *prompting a user to create a user data file comprising data describing a user product or service, including a specific market segment of said user product or service* [Remarks, page 13, paragraph 2 and page 14, paragraph 1], (2) *searching an electronic collection of a plurality of stored data files, each of said stored data files describing a stored product and/or service, including a specific market segment of said stored product or service, to locate at least one stored data file having a predefined relationship with said user data file, said predefined relationship comprising a predefined correlation between said market segment of said user data file and said market segment of said at least one stored data file* [Remarks, page 14, paragraph 2 through page 15], (3) *initiating a mating function between said user data file and at least one target data file produced from said searching step, said mating function combining data from said user data file, data from said target data file, and data describing a hypothetical new business development transaction concerning a hypothetical combination of said user data file and said at least one target data file* [Remarks page 15, paragraph 1], (4) *constructing a financial model of said business development transaction* [Remarks page 15, paragraph 2], (5) *a plurality of database records accessible to said server computer and comprising said stored data files* [Remarks page 16], (6) *a plurality of database*

records accessible to said server computer and comprising said predetermined relationship among market segments [Remarks page 16], and (7) a plurality of database records accessible to said server computer and comprising financial variables and equations for producing said financial model of said hypothetical business development transaction [Remarks page 16].

In response to argument (1), the Examiner respectfully disagrees. Harrell discloses *prompting a user to create a user data file (series of menus and/or forms, innovation profile) comprising data describing a user product or service as, "...information from the innovator relating to the particular type of knowledge capital for which the innovation profile is being created."* (paragraph 0030), *including a specific market segment of said user product or service ("...define the type of knowledge capital involved, the market or markets for which it is useful, and the details of the knowledge capital itself" (paragraph 0032).*

In response to argument (2), the Examiner respectfully disagrees. Harrell discloses *searching an electronic collection of a plurality of stored data files, each of said stored data files describing a stored product and/or service, including a specific market segment of said stored product or service, to locate at least one stored data file having a predefined relationship with said user data file, said predefined relationship comprising a predefined correlation between said market segment of said user data file and said market segment of said at least one stored data file as, "...employ an object-oriented, self-learning database structure to harvest additional information relating to the knowledge capital, potential markets for the knowledge capital, and potential development opportunities", and, "...mine third-party databases..."*, paragraph 0034).

In response to argument (3), the Examiner respectfully disagrees. Harrell discloses *initiating a mating function* (enable the innovation marketplace server to match innovations with product developers suited to those innovations, tiered access system) (see at least paragraph 0045) *between said user data file and at least one target data file produced from said searching step, said mating function combining data from said user data file, data from said target data file* (innovation profiles that match the developer's search criteria and display the search listing to the developer via the developer interface) (see at least paragraph 0055), *and data describing a hypothetical new business development transaction concerning a hypothetical combination of said user data file and said at least one target data file* (may then review the level-one profiles returned by the search to determine whether any of the innovations outlined therein match the developer's development interests and/or capabilities) (see at least paragraph 0055).

In response to argument (4), the Applicant's arguments are moot in view of new grounds of rejection.

In response to argument (5), the Applicants arguments are moot in view of new grounds of rejection.

In response to argument (6), the Applicants arguments are moot in view of new grounds of rejection.

In response to argument (7), the Applicants arguments are moot in view of new grounds of rejection.

Claim Rejections - 35 USC § 103

7. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

8. Claims 3-32 are rejected under 35 U.S.C. 103(a) as being unpatentable over Harrell et al (Harrell) (U.S. Pub. No. 2002/0016727) in view of Leong et al (Leong) (U.S. 7,167,844), and in further view of Thomas et al (Thomas) (U.S. Pub. No. 2002/0147708).

9. **CLAIMS 3 and 26:**

With regard to Claims 3 and 26, Harrell teaches:

- *prompting a user to create a user data file* (input information into the fillable form and transmit the information back to innovation marketplace server for processing and storage, series of menus and/or forms, innovation profile) (see at least paragraph 0032) *comprising data describing a user product or service*, "...information from the innovator relating to the particular type of knowledge capital for which the innovation profile is being created." (paragraph 0030), *including a specific market segment of said user product or service* ("...define the type of knowledge capital involved, the market or markets for which it is useful, and the details of the knowledge capital itself" (paragraph 0032).

- *searching an electronic collection of a plurality of stored data files, each of said stored data files describing a stored product and/or service, including a specific market segment of said stored product or service, to locate at least one stored data file having a predefined relationship with said user data file, said predefined relationship comprising a predefined correlation between said market segment of said user data file and said market segment of said at least one stored data file* as, "...employ an object-oriented, self-learning database structure to harvest additional information relating to the knowledge capital, potential markets for the knowledge capital, and potential development opportunities", and, "...mine third-party databases...", paragraph 0034).
- *initiating a mating function* ("spider" program, enable the innovation marketplace server to match innovations with product developers suited to those innovations, tiered access system) (see at least paragraphs 0034 and 0045) *between said user data file and at least one target data file produced from said searching step, said mating function combining data from said user data file, data from said target data file* (innovation profiles that match the developer's search criteria and display the search listing to the developer via the developer interface) (see at least paragraph 0055), *and data describing a hypothetical new business development transaction concerning a hypothetical combination of said user data file and said at least one target data file* (may then review the level-one profiles returned by the search to determine whether any of the innovations outlined therein match the developer's development interests and/or capabilities) (see at least paragraph 0055).

Harrell does not specifically teach *constructing a financial model of said business development transaction*. Leong teaches *constructing a financial model* (VTrade operating model) *of said business development transaction* in analogous art of creating a finalized document relating to a transaction for the purposes of "conducting the trade finance business that achieves the same results as traditional trade finance through a new value proposition and a rethought process" (see at least column 8, lines 4-7).

It would have been obvious to one of ordinary skill at the time of the invention that the innovation marketplace server of Harrell would have benefited from the teachings of Leong. The result would be, "conducting the trade finance business that achieves the same results as traditional trade finance through a new value proposition and a rethought process" (Leong, column 8, lines 4-7).

10. CLAIM 4:

With regard Claim 4, Harrell teaches *further comprising the step of creating human readable output illustrating* (profiles that are presented, display the search listing) (paragraphs 0030 and 0055) *said financial model* (financial information, funding, tax and CPA services, pricing structure) (see at least paragraphs 0034 and 0038).

11. CLAIM 5:

With regard to Claim 5, Harrell teaches *wherein said searching step further comprises issuing a query to a lookup table* (level-one profile, level-two profile) *to determine market segments having a predetermined correlation with said specific market segment of said user product or service* (determine whether the product innovation disclosed in the profile is of a type suited to their particular development needs and capabilities), see at least paragraph 0043.

Art Unit: 3623

12. CLAIM 6:

With regard to Claim 6, Harrell teaches *receiving a list of all stored data files having a market segment having said predetermined correlation with said specific market segment of said user product or service* (full innovation profile containing all of the relevant information concerning the innovation), see at least paragraph 0043.

13. CLAIM 7:

With regard to Claim 7, Harrell teaches *wherein said lookup table comprises a plurality of market segments* (potential markets) *and a plurality of correlations* (information relevant, market or markets in which the developer participates) *among at least a portion of said market segments*, see at least paragraphs 0034 and 0048.

14. CLAIMS 8 and 27:

With regard to Claims 8 and 27, Harrell teaches *said stored data files each comprising a publicly available portion* (general public) *and a private portion* (not available), *further comprising the step of in response to said searching step, displaying to said user only said publicly available portion of said at least one target data file*, see at least paragraphs 0025, 0035, and 0049.

15. CLAIM 9:

With regard to Claim 9, Harrell teaches *said searching step further comprising receiving a selection from said user of at least one specific stored data file from said collection of stored data files*, see at least paragraph 0055.

Art Unit: 3623

16. CLAIM 10:

With regard to Claim 10, Harrell teaches *said searching step further comprising receiving a selection from said user of at least one market segment, and retrieving from said collection of stored data files at least one stored data file including such user-selected market segment*, see at least paragraph 0055.

17. CLAIMS 11 and 28:

With regard to Claims 11 and 28, Harrell does not specifically teach *said user data file further comprising a user job function designation and at least one of said stored data files further comprising a stored job function designation, said searching step further comprising performing a job function search of said stored data files to locate at least one stored data file comprising a stored job function designation having a predefined job function relationship with said user job function designation*. Leong does not specifically teach *said user data file further comprising a user job function designation and at least one of said stored data files further comprising a stored job function designation, said searching step further comprising performing a job function search of said stored data files to locate at least one stored data file comprising a stored job function designation having a predefined job function relationship with said user job function designation*. Thomas teaches *said user data file further comprising a user job function designation* (contractors meeting the skill criteria specified by the outsourcing company) *and at least one of said stored data files further comprising a stored job function designation* (contractor information is entered into the database), *said searching step* (search may be performed) *further comprising performing a job function search of said stored data files to locate at least one stored data file comprising a stored job function designation having a predefined job function relationship with said user job function designation* (search may be performed using server 12 to identify contractors meeting the skill criteria specified by the outsourcing company) in analogous art of communicating business information for the purposes of "...a list of contractors may be identified who will receive

the outsourcing information requested by the outsourcing company..." (see at least paragraph 0036).

It would have been obvious to one of ordinary skill at the time of the invention that the innovation marketplace server of Harrell and the creating a finalized document relating to a transaction system of Leong would have benefited from the teachings of Thomas. The result would be, "...a list of contractors may be identified who will receive the outsourcing information requested by the outsourcing company..." (Thomas, paragraph 0036).

18. CLAIM 12:

With regard to Claim 12, Harrell does not specifically teach *said predefined job function relationship comprising a common transaction type preference, and each job function designation having associated therewith at least one predesignated transaction type preference*. Leong does not specifically teach *said predefined job function relationship comprising a common transaction type preference, and each job function designation having associated therewith at least one predesignated transaction type preference*. Thomas teaches *said predefined job function relationship comprising a common transaction type preference, and each job function designation having associated therewith at least one predesignated transaction type preference* in analogous art of communicating business information for the purposes of "...seeking contractors who (1) perform carpentry work, (2) have more than 25 employees..." (see at least paragraph 0036).

It would have been obvious to one of ordinary skill at the time of the invention that the innovation marketplace server of Harrell and the creating a finalized document relating to a transaction system of Leong would have benefited from the teachings of Thomas. The result would be, "...seeking contractors who (1) perform carpentry work, (2) have more than 25 employees..." (Thomas, paragraph 0036).

19. CLAIM 13:

With regard to Claim 13, Harrell does not specifically teach *further comprising the step of presenting to said user a listing of at least a portion of stored data files located in said job function search*. Leong does not specifically teach *further comprising the step of presenting to said user a listing of at least a portion of stored data files located in said job function search*. Thomas teaches *further comprising the step of presenting to said user a listing (template) of at least a portion of stored data files (menu choices) located in said job function search* in analogous art of communicating business information for the purposes of "...contractors may place outsourcing information regarding services into the system" (see at least paragraph 0040).

It would have been obvious to one of ordinary skill at the time of the invention that the innovation marketplace server of Harrell and the creating a finalized document relating to a transaction system of Leong would have benefited from the teachings of Thomas. The result would be, "...contractors may place outsourcing information regarding services into the system" (Thomas, paragraph 0040).

20. CLAIMS 14 and 30:

With regard to Claim 14, Harrell does not specifically teach *further comprising the step of presenting to said user an indication of why a mating function should be pursued between said user data file and said stored data files located in said job function search*. Leong does not specifically teach *further comprising the step of presenting to said user an indication of why a mating function should be pursued between said user data file and said stored data files located in said job function search*. Thomas teaches *further comprising the step of presenting to said user an indication of why a mating function should be pursued between said user data file and said stored data files located in said job function search* in analogous art of communicating business information for the purposes of "...firms seeking to identify joint venture partners, or merger and acquisition targets, may enter company information so that others may search this information to identify potential partners and acquisition targets" (see at least paragraph 0053).

It would have been obvious to one of ordinary skill at the time of the invention that the innovation marketplace server of Harrell and the creating a finalized document relating to a transaction system of Leong would have benefited from the teachings of Thomas. The result would be, "...firms seeking to identify joint venture partners, or merger and acquisition targets, may enter company information so that others may search this information to identify potential partners and acquisition targets" (Thomas, paragraph 0053).

21. CLAIMS 15 and 31:

With regard to Claims 15 and 31, Harrell does not specifically teach *further comprising the step of presenting to said user an indication of a transaction type suitable for consideration in hypothetically mating said user data file and said stored data files located in said job function search*. Leong does not specifically teach *further comprising the step of presenting to said user an indication of a transaction type suitable for consideration in hypothetically mating said user data file and said stored data files located in said job function search*. Thomas teaches *further comprising the step of presenting to said user an indication of a transaction type suitable for consideration in hypothetically mating said user data file and said stored data files located in said job function search* in analogous art of communicating business information for the purposes of "...an outsourcing company may want an assessment of a contractor before accepting a bid from that contractor on a given project" (see at least paragraph 0046).

It would have been obvious to one of ordinary skill at the time of the invention that the innovation marketplace server of Harrell and the creating a finalized document relating to a transaction system of Leong would have benefited from the teachings of Thomas. The result would be, "...an outsourcing company may want an assessment of a contractor before accepting a bid from that contractor on a given project" (Thomas, paragraph 0046).

22. CLAIM 16:

With regard to Claim 16, Harrell does not specifically teach *further comprising the step of forwarding at least a portion of said financial model to at least one designee identified by said user*. Leong teaches *further comprising the step of forwarding at least a portion of said financial model to at least one designee identified by said user* in analogous art of creating a finalized document relating to a transaction for the purposes of "...the form is forwarded to a seller along with the assessment of the credit of the buyer" (see at least column 33, lines 53-54).

It would have been obvious to one of ordinary skill at the time of the invention that the innovation marketplace server of Harrell would have benefited from the teachings of Leong. The result would be, "...the form is forwarded to a seller along with the assessment of the credit of the buyer" (Leong, column 33, lines 53-54).

23. CLAIM 17:

With regard to Claim 17, Harrell does not specifically teach *further comprising the step of receiving from said designee updates to elements of said financial model*. Leong teaches *further comprising the step of receiving from said designee updates to elements of said financial model* in analogous art of creating a finalized document relating to a transaction for the purposes of "...after which a notice is sent to the buyer in operation 7216 indicating that the digitally signed form has been received from the seller, thus initiating the agreement" (see at least column 33, lines 58-60).

It would have been obvious to one of ordinary skill at the time of the invention that the innovation marketplace server of Harrell would have benefited from the teachings of Leong. The result would be, "...after which a notice is sent to the buyer in operation 7216 indicating that the digitally signed form has been received from the seller, thus initiating the agreement" (see at least column 33, lines 58-60).

24. CLAIMS 18 and 32:

With regard to Claims 18 and 32, Harrell does not teach *said financial model further comprising multiple distinct portions separated by job function designation, and said portion of said financial model forwarded to said designee further comprising a portion having a job function designation matching a job function designation of said designee*. Leong does not specifically teach *said financial model further comprising multiple distinct portions separated by job function designation, and said portion of said financial model forwarded to said designee further comprising a portion having a job function designation matching a job function designation of said designee*. Thomas teaches *said financial model further comprising multiple distinct portions (overall performance field 4140, budget field 4160) separated by job function designation managerial role field 5040), and said portion of said financial model (assessment, statistical analysis) forwarded to said designee further comprising a portion having a job function designation matching (comparison) a job function designation of said designee* in analogous art of communicating business information for the purposes of "...select the submit button 4195 to transfer its assessment of a contractor's work on a particular project to the system 10" (see at least paragraphs 0045-0046).

It would have been obvious to one of ordinary skill at the time of the invention that the innovation marketplace server of Harrell and the creating a finalized document relating to a transaction system of Leong would have benefited from the teachings of Thomas. The result would be, "...select the submit button 4195 to transfer its assessment of a contractor's work on a particular project to the system 10" (Thomas, paragraphs 0045-0046).

25. CLAIMS 19-25:

Claims 19-25 recite equivalent *system* limitations for the *method* and *computer-readable storage medium* limitations of Claims 1-18 and 26-32 and are therefore rejected using the same art and rational set forth above. Further, with regard to certain limitations within Claims 19-25, Harrell teaches a *plurality of database records* (sub-profiles are stored in a database) (see at least the Abstract) *accessible to said server computer and comprising said stored data files* (input information into the fillable form and transmit the information back to innovation marketplace server for processing and storage, series of menus and/or forms, innovation profile) (see at least paragraph 0032).

Harrell does not specifically teach a *plurality of database records accessible to said server computer and comprising said predetermined relationship among market segments, a plurality of database records accessible to said server computer and comprising financial variables*. Leong teaches a *plurality of database (database) records accessible to said server computer and comprising said predetermined relationship among market segments, a plurality of database records accessible to said server computer and comprising financial variables* (a database is queried in order to retrieve payment information related to the buyer) in analogous art of communicating business information for the purposes of "...for effecting payment to the seller based on the payment information and the payment terms" (see at least column 34, lines 32-45).

It would have been obvious to one of ordinary skill at the time of the invention that the innovation marketplace server of Harrell would have benefited from the teachings of Leong. The result would be, "...for effecting payment to the seller based on the payment information and the payment terms" (Leong, column 34, lines 32-45).

Harrell does not specifically teach *equations for producing said financial model of said hypothetical business development transaction*. Leong teaches *equations* (predefined algorithms) *for producing said financial model of said hypothetical business development transaction* in analogous art of communicating business information for the purposes of "determines chargeback costs based on pre-defined algorithms and bills users for service rendered" (see at least column 145, lines 46-49).

It would have been obvious to one of ordinary skill at the time of the invention that the innovation marketplace server of Harrell would have benefited from the teachings of Leong. The result would be, "determines chargeback costs based on pre-defined algorithms and bills users for service rendered" (Leong, column 145, lines 46-49).

Conclusion

26. The following prior art made of record and not relied upon is considered pertinent to applicant's disclosure:

- Thompson et al (U.S. Pub. No. 2003/0229522) discloses a benefit management system and method.
- Chaudhri et al (U.S. Pub. No. 2003/0149581) discloses a method and system for providing intelligent network content delivery.
- Bell et al (U.S. 7,305,702) discloses systems and methods for distributed administration of public and private electronic markets.
- Powers (U.S. Pub. No. 2001/0054004) discloses a business model, system, and method for a business entity to distribute branding, advertising, marketing, and service (BAMS) data to consumer-users.
- Bagchi et al, "e-business Models: Integrating Learning from Strategy Development Experiences and Empirical Research", 20th Annual International Conference of the Strategic Management Society, Vancouver, October 115-18, 2000, discloses a survey to break down an industry or function specific initiative into its e-business components or "building blocks" that may also be observed in initiatives in other industries and functional departments.
- Dayal et al, "Business Process Coordination: State of the Art, Trends, and Open Issues", Proceedings of the 27th VLDB Conference, Roma, Italy, 2001, discloses a discussion of process-based coordination and event/rule-based coordination, and corresponding products and standards activities.

Art Unit: 3623

Any inquiry concerning this communication or earlier communications from the examiner should be directed to THOMAS MANSFIELD whose telephone number is (571)270-1904. The examiner can normally be reached on Monday-Thursday 8:30 am-6 pm, alt. Fridays.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tariq Hafiz can be reached on 571-272-6729. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/T. M./
Examiner, Art Unit 3623

25 January 2008
Thomas Mansfield

/Beth Van Doren/
Primary Examiner, Art Unit 3623